



Town of Brookline

Massachusetts

Planning Board

Town Hall, 3rd Floor
333 Washington Street
Brookline, MA 02445
(617) 730-2130 Fax (617) 730-2442

Mark J. Zarrillo, Chairman
Linda Hamlin, Clerk
Robert Cook
Steve Heikin
Steven R. Kanes
Sergio Modigliani
Jonathan Simpson

BROOKLINE PLANNING BOARD MEETING MINUTES

Room 408, 4th Floor, Brookline Town Hall

February 12, 2014 – 8:15 a.m.

Board Present: Linda Hamlin, Robert Cook, Steven Kanes, Sergio Modigliani, and Jonathan Simpson

Staff Present: Timothy Richard and Polly Selkoe

Linda Hamlin called the meeting to order.

SIGN & FAÇADE REVIEW

1333 Beacon Street – Install new façade sign for Pure Barre

Timothy Richard described the proposal to install a new façade sign.

The applicant, Jason Parillo, was present to discuss the case with the Board.

Sergio Modigliani asked how reflective the sign background would be. The applicant said it would not be very reflective at all.

Sergio Modigliani asked if the length of the sign was going to align with the door opening. The applicant said that it wouldn't align exactly and there would be 3.5" all around the sign.

Linda Hamlin did not have a problem with the sign; Sergio Modigliani agreed.

The Board agreed that they would not like to see the Trademark logo on the sign.

Linda Hamlin *motioned to approve*.

Robert Cook *seconded* the motion.

After discussion, the Board (4-0) Jonathan Simpson abstained because he arrived after discussion of the case began.

VOTED: to approve the plans by The InSite Group, dated 1/2/14, subject to the following conditions:

1. Prior to the issuance of a building permit, the applicant shall submit revised final plans for the façade signage, indicating all dimensions, letter heights and materials subject to the review and approval of the Assistant Director of Regulatory Planning.
2. Any future window signage is subject to the review and approval of the Assistant Director of Regulatory Planning.

1327 Beacon Street – Install new façade and window signage and alter the façade for Capital One 360 and Peet's Coffee

Timothy Richard described the revised proposal to install two new façade signs and two window signs.

Linda Hamlin asked why they were using a shadow box on the transom windows. The applicant explained that the reason was because the completed interior work, specifically the duct work, would be shielded by the shadow boxes.

Sergio Modigliani asked if there was lighting in the exterior soffit. The applicant said that there was some lighting in the soffits. The applicant said that there were not any lights that would shine on the façade signs.

Linda Hamlin thought that the sign did not look subtle in this location and did not like the two different signs (Capital One 360 and Peets) and the many different colors.

Steve Kanes thought that the white plastic on the transom windows didn't look good.

The Board said they would like to see the transom glass transparent and keep the soffits. Linda thought that the two façade signs should be the same size and did not like the range of colors on the building. With regard to the window and the façade sign, she did not like them.

Robert Cook mentioned that he drove around Brookline and saw a lot of signs around town with multiple colors. He did agree that the size of the two façade signs should be the same.

Steve Kanes agreed that the size of the façade sign along Harvard Street should be reduced to match the one above the main entrance.

Jonathan Simpson did not like the sign and thought it looked strange with all the different colors and fonts. He also thought that the Peets sign looked good and was supportive of it, but thought maybe they should remove one of the signs from the proposal.

Sergio Modigliani thought of this building as an airport building and was ok with the Peets signs. He was ok with the façade signs themselves. He could join other Board members in agreeing that

the sign should be reduced on the Harvard Street side. He thought that the transom window glass should remain transparent, and the soffit should be visible and should match the ceiling inside.

Steve Kanes asked if they could tone down the color. Robert Cook did not find the colors to be objectionable.

Jonathan Simpson did not want to make a motion because he didn't like the sign text, colors, and wanted to see a different sign. The applicant suggested dropping the "Café" part of the sign. The Board agreed that if they removed the "Café" text from the sign, the two signs would look better, and the rest of the sign could remain the same.

Linda Hamlin also said that the Capital One sign above the entrance may be larger if there is enough space but wasn't sure that would be possible.

The final submission could be approved by the Assistant Director of Regulatory Planning.

Sergio Modigliani ***motioned to approve.***
Jonathan Simpson ***seconded*** the motion.

After discussion, the Board (5-0) unanimously

VOTED: to approve the plans by Gensler, dated 1/27/14, subject to the following conditions:

1. Prior to the issuance of a building permit, the applicant shall submit revised final elevations and plans, removing the word "Café" from the façade signs and window signage indicating all dimensions and letter heights, subject to the review and approval of the Assistant Director of Regulatory Planning.
2. Any future window signage is subject to the review and approval of the Assistant Director of Regulatory Planning.

1028 Beacon Street – Legalize the existing canopy over the walkway that leads to the main entrance of Whole Foods Market

Timothy Richard described the proposal to legalize the canopy leading to the entrance.

Jim Strainer, applicant, was present to discuss the case with the Board.

Robert Cook asked if they could take the entire structure down during the summer months. The applicant said that they would prefer not to do that because it is affixed to the ground.

Steve Kanes thought that the entire area looked busy. Linda Hamlin wasn't sure that they would approve something like this if it came before them prior to having installed it.

Robert Cook asked if there was an option of eliminating the side window panels. The applicant said that they could do that.

Jonathan Simpson pointed out that this was an after the fact attempt to legalize a vestibule. He didn't like the overall proposal and thought that it was too much.

Linda Hamlin also pointed out that the shape didn't relate to the existing awning. She was bothered overall by the entire proposal.

Steve Kanes asked what was the advantage of the having canopy project out so far from the building.

Robert Cook would be in favor if there were a better interface with the existing awning.

Sergio Modigliani thought they should take the sides down and just have four posts holding up the canopy.

The Board voted to deny the application and have the applicant re-apply for a new canopy installation at another time. The applicant asked if they could keep the canopy up until the end of March. The Board said that wasn't necessarily their jurisdiction, but they did not have a problem with it.

Linda Hamlin *motioned to deny*.
Jonathan Simpson *seconded* the motion.

After discussion, the Board (5-0) to deny the canopy proposal.

MINUTES

Linda Hamlin *motioned to approve* the minutes from January 8, 2014.
Jonathan Simpson *seconded* the motion.

After discussion, the Board (4-0) Sergio Modigliani abstained.

Linda Hamlin *motioned to approve* the CIP minutes from January 15, 2014.
Robert Cook *seconded* the motion.

After discussion, the Board (5-0)

Linda Hamlin *motioned to approve* the CIP minutes from January 29, 2014/
Robert Cook *seconded* the motion.

After discussion, the Board (5-0)

MEETING ADJOURNED.

Materials Reviewed During Meeting

Staff Reports
Plans and Designs